

GOLD

**IN YOUR OWN
BACK YARD**



With

SUNSHINE BABY CHICKS

Copyrighted Feb., 1940

SUNSHINE HATCHERIES

CORYDON, INDIANA

F O R E W O R D

Dear Friends:

I wish I could come into your home tonight and tell you why I really believe you will find gold in your backyard by raising chicks. There's nothing I enjoy more than visiting and talking with those who are interested in chicks—especially those who have never raised chicks before but would like to begin. Do you know that there is a quicker profit in raising chickens than in any other line of business you might take up?

I imagine most of you are just like I was when I first started to raise chicks. I was looking around to find some way of earning extra money. I decided to raise chicks, and what I did you can do too. Every year many people write and ask me how they can get started. It's impossible to tell them what they should know in a letter; so I have prepared this booklet which I believe will show you how to turn your backyard, or part of your farm, into money. You don't need to be an expert.



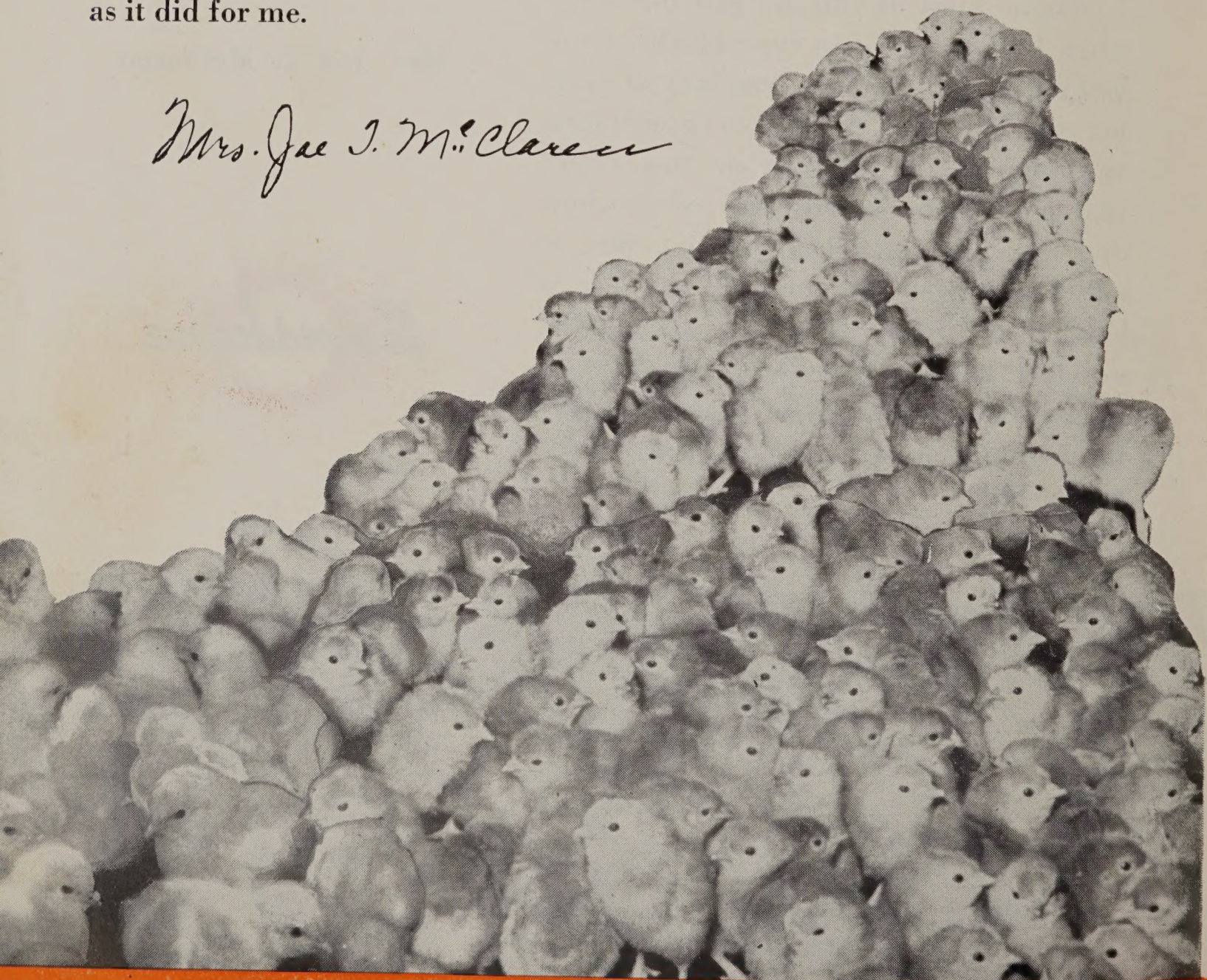
Mrs. Joe T. McClaren



When I started in the chicken business 26 years ago I chose White Leghorns for my first chicks to raise. I profited a great deal by this experience and the work of the hatchery from whom I made my first purchase. From this start I went on until today my hatchery is one of the largest in the country. Raising chicks is both pleasant and profitable work. You can start in a small or large way and in a few weeks time you have broilers to sell. In five or six months your beautiful pullets have grown to maturity and you begin to gather eggs, and to reap the profits that you started out to make. I sincerely hope that this booklet will help to open this new field of income for you as it did for me.

Sunshine

Mrs. Joe J. McClaren



IN YOUR OWN BACK YARD

In all of my twenty-six years experience with chickens, I have found that raising them is simple, and easy—and a lot of fun—if you will do just four things. First, start with healthy chicks. Second, keep the heat right for their comfort. Third, keep the brooder house clean. And fourth, use a good commercial starting mash. If you will do these four things, your chicks will almost take care of themselves.

They Need a House

If you haven't raised chicks before, the first thing you'll have to do is provide a brooder house for them. Many people have asked me if they could raise chicks in a box behind the kitchen stove, or in the attic, or in a spare room. Always I tell them it is almost impossible to raise chicks this way. Why? During the night the fire in the stove may burn low or go out, and chicks become chilled. Or during the day the stove may become too hot and overheat the chicks. If they are either chilled or overheated, one is as bad as the other, you'll have sick chicks on your hands. So give your chicks a place just for them. It will be so much easier for you, and the cost is very low.

If you have an outbuilding or garage in your yard, perhaps you can use a part of it to build a brooder room. Or for very little expense you can build a brooder house. Just remember to allow at least one

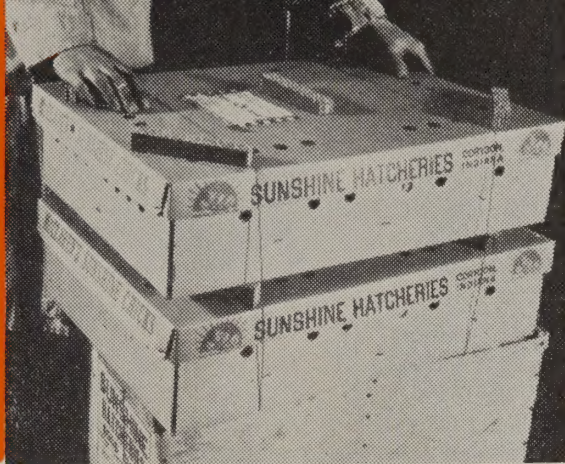


This vigorous, deep-bodied White Leghorn Cockerel is one of the many pedigreed breeding birds imported to produce big, healthy, fast growing Sunshine Chicks.



"Boy! These are swell chicks," says young Mr. McClaren, as he helps transfer these big, fluffy, newly-hatched chicks from incubator to shipping box.

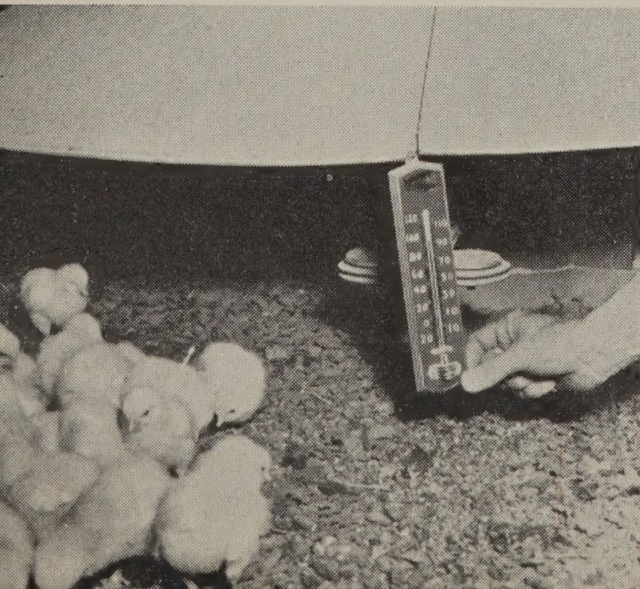




These strong, well-ventilated shipping boxes insure safe delivery of your chicks. They hold enough heat and prevent chicks from becoming injured on the way. As soon as they arrive, however, chicks should be taken out of boxes and placed in brooder house the first week. Brooders are available from the 50 chick size to the 300 chick size.



For best results hang your thermometer on the edge of the hover. The bottom of the thermometer should be about three inches from the floor. Be sure the temperature reads from 90 to 95 degrees the first week.



square foot of floor space to every three chicks. Two or three hundred chicks should have a floor space not smaller than 10 feet by 12 feet. And another thing to remember—chicks are like flowers. They need plenty of sun. So, if possible have your brooder house or brooder room facing the south.

Temperature

There isn't much difference whether you use an oil, wood, coal or electric brooder. Just be sure you can depend on it to keep the right temperature. I've found that at least two days before your chicks come it is best to run your stove to make sure the temperature in the house is right. If you will hang your thermometer on the edge of the brooder hover, so the bottom of the thermometer will be about three inches from the floor, the temperature should be from 90 to 95 degrees. (Look on page 22 for temperature chart.)

Litter

Before chicks arrive, the litter, about two inches deep, should be on the floor long enough for it to be dry and warm. I believe either dry shavings, cut straw or peat moss is best, because they will not decay or gather mold like clover or alfalfa or chaf from hay. Of the three, peat moss is my choice because it absorbs moisture, will not burn, and unless chicks get some contagious disease, will by adding a little

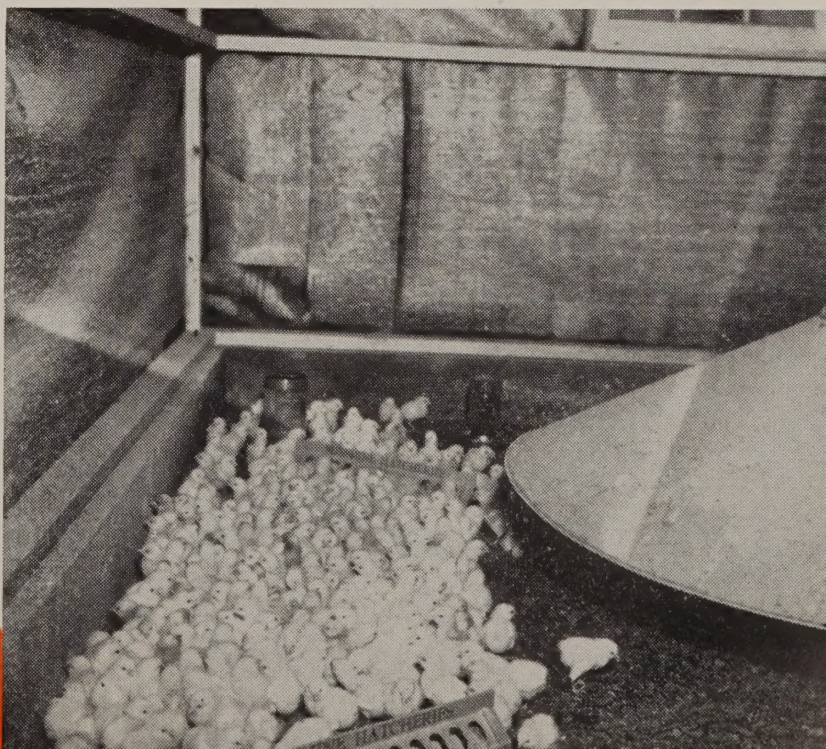
from time to time last the entire brooding period. Of course, if any chicks should develop a contagious disease, the litter—no matter which kind you use—will become contaminated. To prevent spread of disease, it must be replaced with clean litter.

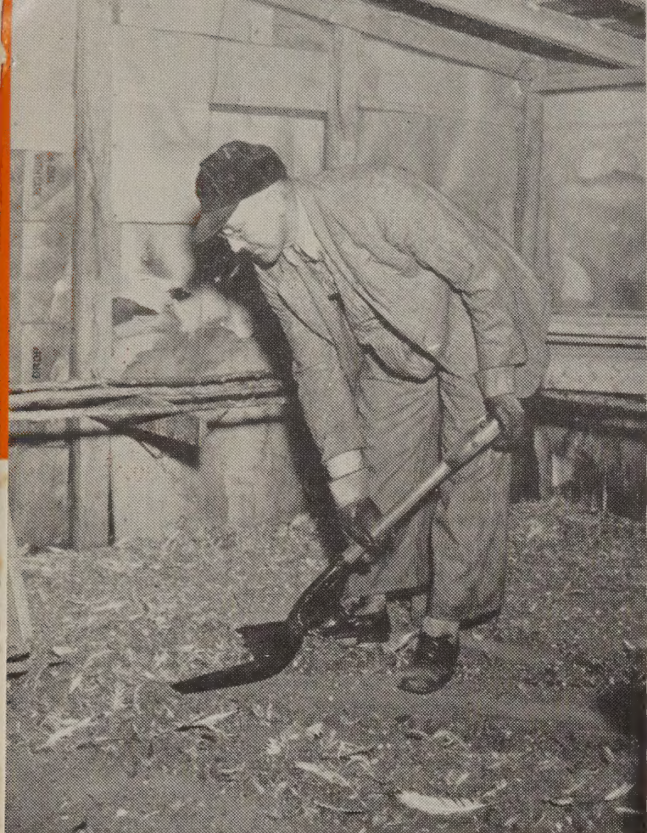
Circular Fence

For the first two days after chicks are placed in brooders, erect a circular fence about twelve inches high around the stove—two feet from the hover. The fence teaches chicks where to find the heat and also keeps them from crowding in corners and becoming chilled. It's best to make the fence of small poultry mesh or hardware cloth. These materials will allow air to circulate freely, while anything solid, like cardboard, will hold in heat and perhaps cause the chicks to become overheated. As the chicks grow older and can find their way around, the fence may be moved back until by the second or third day you can take it out altogether. However, if the weather is very cold it will be best to wait a few days longer. Before taking the fence down, round out the corners of the house with cardboard or poultry wire with small mesh. This will keep the chicks from crowding in the corners as they are often inclined to do.



If the temperature under the hover is too low for their comfort your chicks will crowd together in an effort to keep warm. Their crowding is a warning that the temperature is too low. Watch the thermometer carefully, for chilling as well as overheating may cause serious damage to the health of your chicks.

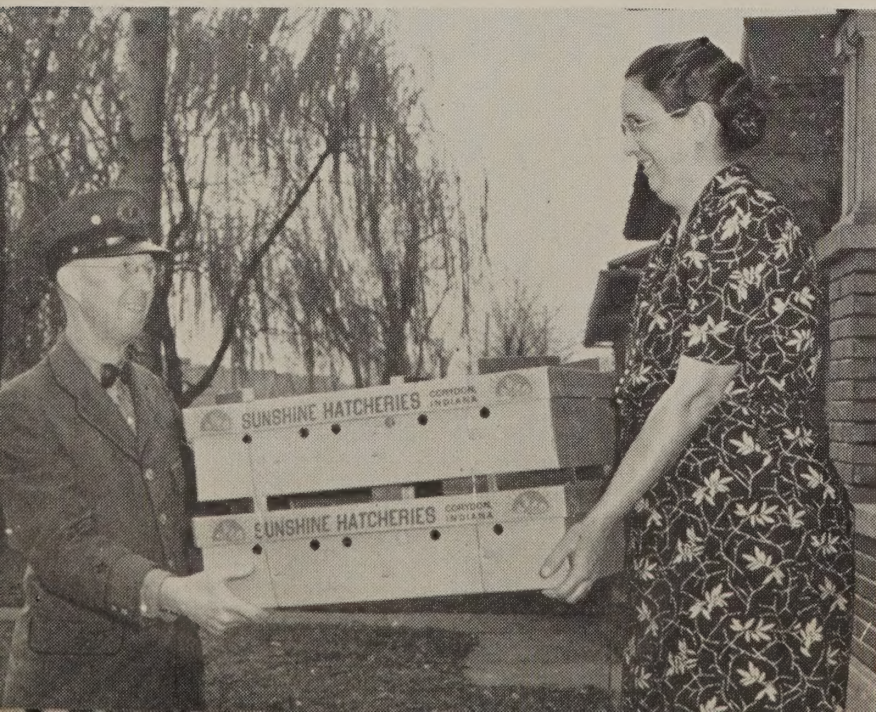




The first step before chicks arrive. Clean and disinfect your brooder house. Chicks started in a clean brooder house, free of disease germs, have a much better chance to live and grow.



Your postman will deliver chicks to your home if you live in town. But if you live on a rural route, it's best to be at your box when chicks arrive.



Cleanliness

If you're just starting out you will not have a cleaning problem. Everything will already be clean. But if there have been chicks in your brooder house before, be sure to clean it out before putting in more chicks. It will be well worth your time to scrub the floor and walls with lye water, using a 13-ounce can of lye to each 5 gallons of water. Also scrub drinking fountains and mash feeders with strong solution of water and disinfectant. The drinking fountains should be washed out every day and fresh water put in. At least twice a week wash fountains in water containing a good commercial disinfectant. It is not necessary to use commercial tablets or liquids in drinking water as long as chicks are healthy and doing well. (Before you decide to put any tablets or liquids in the water consult your local veterinary.)

WHEN CHICKS ARRIVE

If you live on a rural route, try to be at your box when the postman brings your chicks. They may become chilled or overheated if they stay there too long. Of course, if you live near a post office, the postman will bring them right to your door. As soon as you get the chicks take them out of the boxes and put them in the brooder house. Do not leave them in boxes.

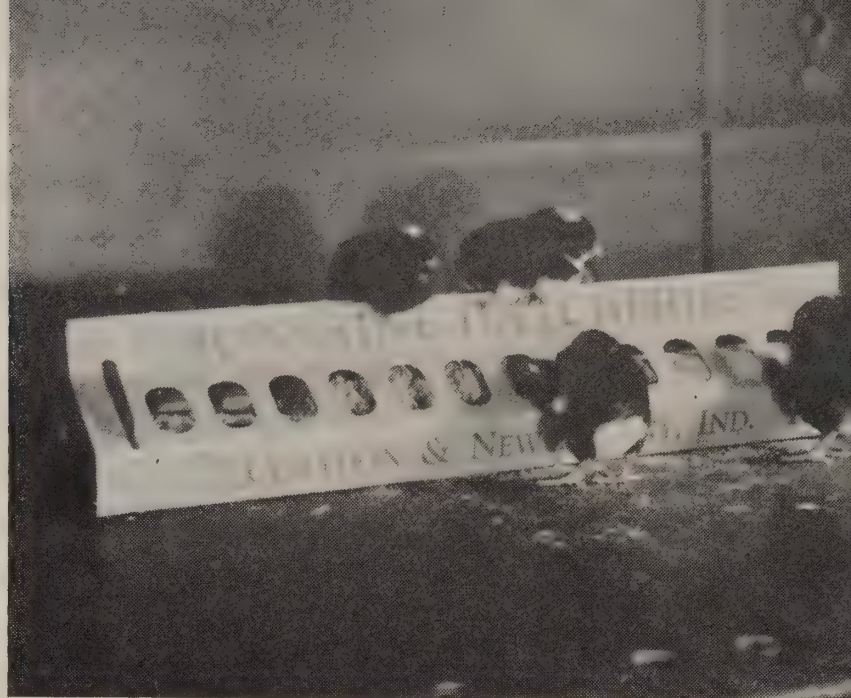
Hungry and Thirsty

When your chicks arrive from the hatchery they'll be hungry and thirsty; so, dip their bills in sour milk or warm water and see that all of them get food. This is important. More chicks are lost from want of food and water than from anything else. If your chicks have been shipped a long way they may look droopy and sleepy, but food and water will perk them up. Give them only a good commercial *all mash* starting feed in hoppers.

Plenty of Feed and Water

Keep starting mash and water before the chicks at all times. You can get the mash at any good feed store, but be sure it is **STARTING** mash. This mash will contain everything your chicks need. Place your feeders in the brooder house at once and be certain that the chicks are eating well from them. Be sure to allow at least 2 inches of feeder space for each chick, or two 4-foot feeders, with feeding space on both sides, for each 100 chicks. After the first three weeks provide additional feeding space.

I have found that it's a good idea to put fountains on low, wooden trays filled with gravel. This will prevent the litter around fountains from becoming damp.



This type feeder, ideal for starting chicks, prevents waste but makes it easy for them to eat all the feed they want.



For a few cents you can buy the base of the small water fountain below at most any feed or hardware store. The top is merely a fruit jar screwed onto the base. This fountain is inexpensive, easy to clean, and well suited to baby chicks. The water fountains on the left, three gallon capacity, and five gallon capacity, are best for older fowls. Both of these fountains are inexpensive and easy to clean.

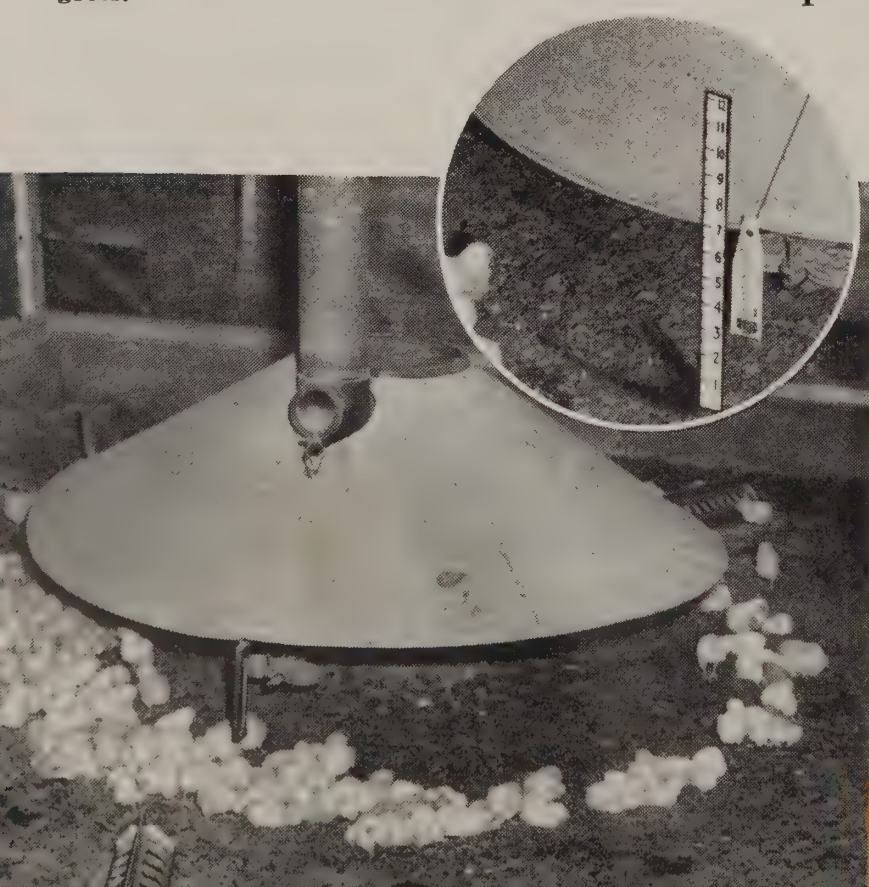




These barred rocks, just beginning to feather, are eating from a good commercial feeder. The long bar down the center prevents chicks from standing in the feed.



As shown below, at bedding time chicks should hover comfortably around the edge of the hover—not under it or far from it, but just at the edge. The bottom of your thermometer, hanging on the edge of the hover, should be three inches from the floor. The first week the temperature should read 95 degrees.



Keep hopper and fountains filled all the time. The chicks will help themselves and will not overeat. If they keep eating and drinking you will know they are comfortable.

This is a good check on the temperature. Of course, to be certain the temperature is right you should have a good thermometer and watch it carefully for the right heat.

Let me repeat what I told you a while ago—start with healthy chicks, keep the temperature right, keep the brooder house clean and keep plenty of good starting mash and water before them all the time. If you do these things, your chicks will live and grow to be a world of fun to you. They'll be profitable for you, too.

Reducing Temperature

As your chicks grow older the temperature in the brooder house may be reduced about five degrees a week. The temperature chart on page 22 will help you. But remember the best gauge is the chicks. If the temperature is too high they will move away from the hover. Then you may reduce the heat until they seem comfortable near the edge of the hover. This doesn't mean, of course, that they should crowd under the hover to keep warm. When they are

comfortable they will form a ring around the stove near the edge of hover at night. You should always keep the brooder stove running until the chicks are fully feathered, but do not keep it too hot as this will hinder them from feathering on their backs.



DAY OLD PULLETS FOR LAYERS

From most hatcheries you can buy day-old pullets or day-old cockerels in any pure bred variety you may choose. This is an advantage because if you are raising chicks for layers you can conserve on room and feed by getting day-old pullets. If you are raising only pullets and are going to keep them for layers, it's best to let them on the ground on warm, sunny days after your chicks are about two weeks old. They'll enjoy it and it will be good for them. But be sure the grass is dry and erect a fence to keep them from





Plenty of feeding space is necessary for these young cockerels. The more feed they eat the faster they grow. It's a good idea to keep a small light bulb or lantern burning throughout the night. This gives longer feeding time, increases growth and prevents crowding.



Galeton, Pa.

Dear Mrs. McClaren:

I ordered and received 101 Red Rock pullets on Friday, May 13. They were the healthiest flock I ever raised. My friends and neighbors often remarked what an even size and how they grew and how nicely they feathered out. I raised 96 to laying age, as we live near the rock road and I had 3 run over by cars. I got my first egg November 7th and am satisfied if I had pushed their growth more I would have gotten eggs earlier, but I wanted their growth first and they laid extra well all winter. I cannot praise these Red Rock pullets received from Sunshine Hatcheries, too much.

Mrs. Paul M.

straying too far. Make it easy for them to get back into the house, too, because the weather may be cooler than you think. Remember, the chicks are always right! If they want to go back to the hover, they should be allowed to do so. After they learn to go in and out, let them go as they choose. But until they are thoroughly accustomed to going in and out watch for chicks that don't know how to get back in. They may become chilled.

When your chicks are about six weeks old provide low roosts for them—not too far from the hover. They may not use the roost at once, but gradually they will learn to sleep there in preference to the floor.

Day-Old Cockerels

If you are raising your chicks for broilers, it would be a good idea to buy all cockerel day-old chicks. Keep them in close confinement and do not let them out on the ground unless they become too crowded in their house. The less exercise they take the faster they grow. Instead of feeding growing mash to this bunch, feed a good *broiler ration*—containing cod liver oil or sardine oil. It will bring your chicks to the broiler stage much quicker.

Cockerels and Pullets

Now if you are using straight run chicks, that is, pullets and cockerels together, you may leave them together until they are about three months old. By that time you will have eaten or sold most of the cockerels.

Order More Chicks

If you have enough room, when your chicks are about six weeks old move them to another house and clean up the brooder house for a new bunch of chicks. I've always found this profitable. If you get a second bunch when the first is four or five weeks old, the cockerels of the first bunch will be ready to sell by the time the second is six weeks old. In this way your brooder house will not be idle and you will always have broilers to sell or to eat. However, you must be sure the house you put your older chicks in is warm enough for their comfort.

PULLETS ON RANGE

Pullets should be allowed plenty of exercise and sunlight and this is best obtained on open range. The size of a range might vary from a small backyard plot to an area of several acres. It depends on the amount of space you have and the number of birds you are raising. Be sure, however, that you do not use the same range over and over again. This invites trouble. Chickens should not use the same ground more often than once every three years. If you haven't enough room for this rotation, it will be best to build a porch onto the sunny side of your brooder house. The porch should have about the same floor space as the house. The



These pullets, about ready to lay, have had the advantage of health-giving sunshine and exercise on open range. Just before night they are given scratch grain.





Back of this Barred Rock are years of breeding for heavy egg production. He will help produce chicks that will grow into heavy layers and premium broilers.



These colony houses are ideal for birds on range. They are constructed on skids, making it easy to move them to fresh ground. Chickens should never use the same range more than one year at the time. The houses shown below are about 150 feet apart.



top, sides and floor of the sun porch should be made of poultry netting. Have the floor several inches from the ground to make cleaning easier. Be sure to keep in mind that your pullets should be well feathered and weaned from heat before they are placed on range. And be sure the weather is warm enough for their comfort. It's best to wait until the ground is dried out and grass is well started.

Range Shelters

If your range is much larger than a backyard plot, you should provide range shelters for the young birds. These shelters may be a wire floor with a roof and roost, or a colony house. On a large range the shelter should be moved frequently—about every two or three weeks—to prevent contamination of the soil. If you have several shelters on the same range, each shelter should accommodate about 100 birds and the shelters should be placed about 150 feet apart. Nine feet by ten feet is a good size for the shelters.

Feed and Water

When the pullets are on range, have plenty of feed hoppers and water fountains not too far from each shelter.

The hoppers and fountains should be moved frequently. It's best to put just enough mash in hoppers to last until about the middle of the afternoon. If you put enough mash to last longer, rain may sour the mash before it is eaten. But be sure to have plenty of water. Birds on range drink a lot of water. They should never have to go thirsty. You should also have hoppers filled with scratch grain before pullets all the time.

Don't let up on mash when your pullets are on range. Feed them all they will eat and they will reward you with an abundance of eggs.

LAYING

Pullets should begin laying when they are about six months old. Some lay earlier — some later. But that's about the average age. As a rule, however, good layers begin early. And one thing I've found through years of experience is that good layers have that quality bred into them. No amount of good care or special feeding will make a good layer out of a hen that doesn't have the breeding to lay.

Several weeks before your pullets begin to lay, transfer them to a laying house so they will become accustomed to their new quarters before they start laying. It's a



This all metal brooder house is easy to heat and clean. Because of its tight construction, little heat is lost. Although it is well ventilated at the top, drafts are impossible. There are no corners where chicks might crowd.



The nests along the right-hand wall of this laying house are well placed for the convenience of layers. The mash feeders at the left provide easy access to feed. Hens confined to the laying house need corn or scratch grain late in the afternoon.

good idea also to have several nests along the wall of the house. The pullets will learn to use them early enough to prevent wasted eggs laid on the floor. If you have room enough it's best to fence off a yard for your pullets so they can be let out on warm, sunny days. Before letting them

out try to cultivate grass or some green crop on the plot. Never let chickens out on bare soil. Don't worry, though, if your space is too small for a yard. Many poultrymen never let their hens out of the house. Cod liver oil or other fish oil in mash will take the place of sunshine. It's a good idea to feed one of them anyway, but be sure to do so if pullets are constantly confined. You can buy commercial mash with one of them already added. I would advise that you use ready mixed commercial mash whether your pullets are confined or not, because feed companies make a thorough study of the needs of pullets in relation to maintaining body health while producing an abundance of eggs.



Hattisburg, Miss.

Dear Mrs. McClaren:

On December 14, I received 52 White Leghorn chicks from you. It was the coldest day we had last winter. There were 2 dead when they came and I raised 49 out of the 50. The one I lost was not sick, but was mashed from crowding. I sold enough cockerels at 2 months to pay for all the chicks and the feed they had eaten. I kept 32 pullets which started laying at 4½ months and are still laying and I have sold \$45.00 worth of eggs and have had all we needed for our use, besides giving several dozen away. They are the healthiest chickens I have ever raised and lay the largest eggs of any small breed I have ever owned. I am planning to order 100 more soon.

Mrs. Noel O.

Selling Eggs

When your pullets start laying, you will have little difficulty selling your eggs. Fresh eggs are always in demand. Keep the litter and nests clean, because they

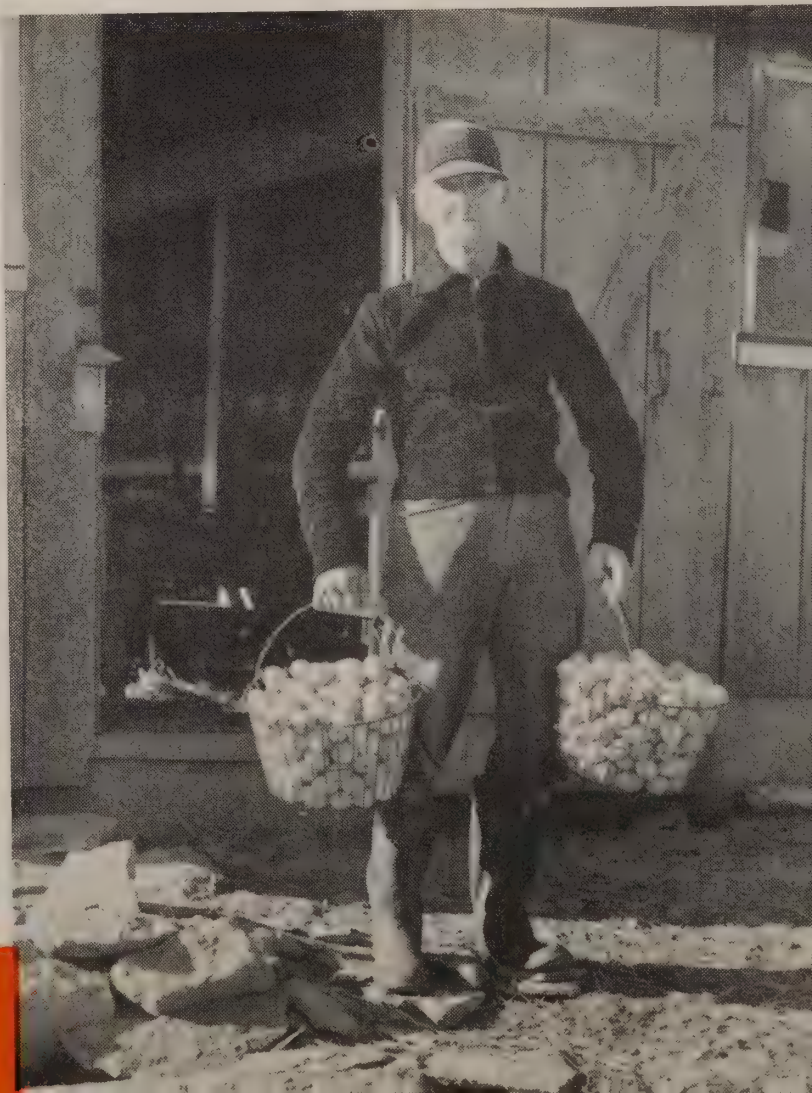
will keep the eggs clean, and clean, well formed eggs will always bring a premium price. And remember, eggs are fresh when laid. It's up to you to keep them fresh. So gather them frequently, never less than once a day, and keep them in a cool, moist place like the cellar, refrigerator or some place that maintains a temperature of 40-60 degrees F. Of course, eggs should never be submerged in water.



If you have only a few hens, you will, I'm sure, be able to develop regular customers among your friends and acquaintances. The wives of doctors, lawyers and well-to-do merchants make very good customers. By picking your customers and furnishing them fresh eggs as often as they want them, you can build up a trade that you can depend on to pay a premium price for all the eggs you have to sell.

If you have space enough to keep a large number of hens you can always sell to hospitals, public institutions or as a last resort to local grocers. Your profit won't be as large from the grocer, of course. For this reason it is best to cultivate those who can afford to pay a premium price. Make a list of those you think can afford to pay a few cents extra. Then, by telephone, personal contact or letter, let them know you have large, clean, FRESH eggs to sell.

Gathering "gold" in his backyard. With a flock of layers in your backyard you too can gather eggs like this. The owner pictured here gathers his eggs twice every day. Frequent gathering keeps them fresh and clean.





Clean nests help keep your eggs clean. Be sure there is always plenty of clean litter in them, and be sure to gather eggs frequently. You'll enjoy that anyway—with a flock of heavy layers like this in your backyard.



Scattering sawdust on dropping pan of battery brooder. The sawdust absorbs much of the moisture from the droppings and makes cleaning easier. The chicks stand on wire floor that keeps them out of their droppings. Both feed and water are supplied from troughs outside the pans.



BATTERY BROODING

If you are cramped for space, perhaps battery brooding will be best for you. Almost any place that can be heated 70 degrees or above—basement, garage, out-house—can be used for battery brooding. In addition to conserving space this method of raising chicks will enable you to produce premium broilers for the market quickly. Since the birds can't take exercise in their close quarters, they will put on weight rapidly. About all they have to do is eat, sleep and grow. Since they don't get any sunlight, they should have cod liver oil or other fish oil in their mash. You can buy a commercial broiler mash with one of these mixed in. Be sure your mash is *broiler* mash and be sure it contains fish oil.

Wire Floor

In a battery brooder a wire mesh keeps the chicks off the solid floor and out of their own droppings. Droppings fall onto a removable tray under the wire mesh, making cleaning easy. The chief dangers

of battery brooding are overcrowding and lack of sanitation. But you will have no trouble with these dangers if you will just be careful. Sawdust on the dropping pans makes cleaning easy. Battery manufacturers will recommend the number of birds for each unit.

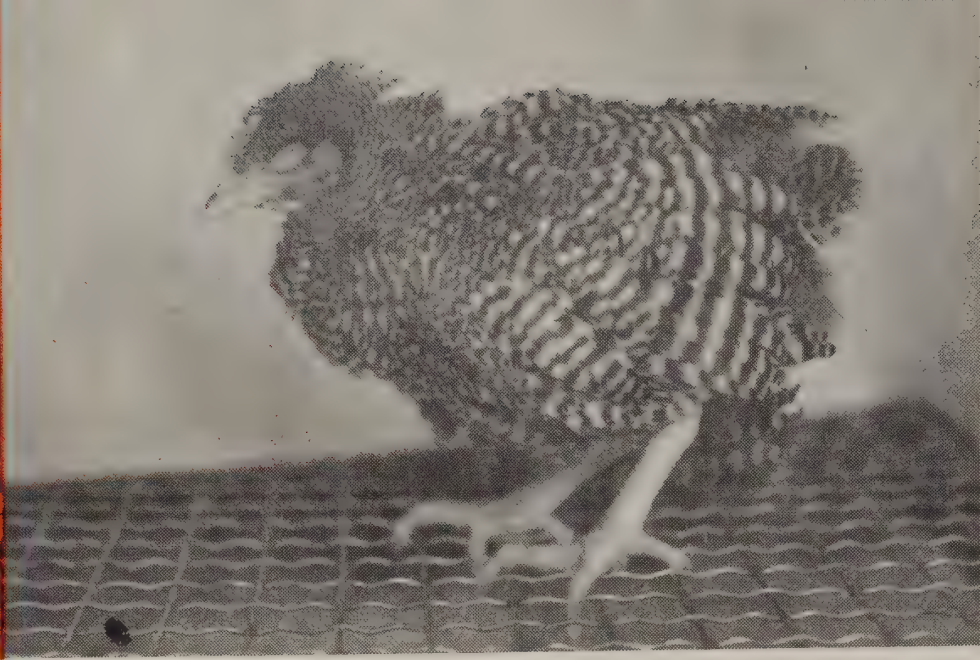
Profitable

You will find battery brooding quite profitable, for with a small investment and small space you can have 100 broilers to sell each week! Here's the way to do it. Get a battery brooder starting unit consisting of four sections and two finishing units consisting of eight sections. These units are not expensive. Get 100 chicks and put them in one of the sections of the starting unit. A week later get another 100 chicks for another section. A week later get another 100 and the fourth week another 100. At the end of the fourth week take the oldest chicks, now four weeks old, from the starting unit and place fifty in each of two sections of the finishing unit. (This is assuming, of course, that you raise all the chicks. To be successful you should average at least 85 out of each 100.) The next week take out another hundred that have reached an age of four weeks and place them in the finishing unit. Follow this procedure each week. Add 100 to the starting unit and transfer 100 to the finishing unit. At the end of eight weeks, the oldest chicks will weigh about 2 lbs. and will be ready for market. After your first broilers reach selling size, you will have 100 broilers to sell each week. Be sure, however, you have a market for your broilers before they are ready to sell.



This sturdy Rose Comb White Wyandotte like many others, imparts health and vitality to Sunshine chicks.





Chicks infected with Coccidiosis look like the one above. Note the ruffled feathers and apparent weakness in the knees. In general the body seems drawn up and the chicks seems to be sleepy. A chick in this condition should be taken from the flock and killed at once.

DISEASES

You are not likely to have any trouble from disease in your chicks if you will just do the things I have suggested. It is quite normal for chicks to be healthy and to grow—just as it is normal for children to be healthy and grow.

However, just as measles and mumps may attack a healthy child, there are diseases that may attack a healthy chick—diseases like Coccidiosis, over which you have little or no control. Fortunately, however, these diseases occur so seldom, only a few need be mentioned.

Coccidiosis

The germ may be in the soil or it may be brought to your chicks by birds, dogs, wind or even the shoes of a person who has been in an infected area. Right here let me suggest one thing. If anyone wants to see your chicks let them look at them through a window. They may have the Coccidia germ on their shoes. If so, they will unknowingly carry the disease to the



chicks when they step inside your brooder house.

Coccidiosis is a dreaded disease among chicks from three weeks to four months of age. It may break out quite suddenly and spreads rapidly. Often it kills quickly unless detected and checked at once.

If your chicks should contract Coccidiosis, they will look much like the one at the left. Their feathers will be ruffled and they will lose their appetite. Blood may appear in droppings and they will seem to draw up and get smaller. They will want to crowd close to the hover.

Infected chicks should be removed from the flock immediately and killed and burned, because these are the disease spreaders and may infect the whole flock. To prevent the spread of infection add 40% dried buttermilk to their mash or feed flushing mash for two days in place of regular mash. Omit buttermilk for two days then again feed for two days in place of regular mash. Clean and remove all droppings and litter from brooder house daily for ten days or two weeks.

Colds

Perhaps I should mention that drafts, chilling, overheating or other unfavorable brooding condition may bring on colds. You may detect colds by watering eyes, running noses or gasping. Also watch for



If any of your chicks look like this, check up on COLD symptoms. They usually look this way when infected with the disease. However, chicks that are chilled or overheated may have the same appearance.





bowel complications, either diarrhoea or constipation.

To treat colds, first spray the brooder house and chicks with a solution consisting of $1\frac{1}{2}$ pt. Formaldehyde, $\frac{1}{2}$ pt. Glycerine and 3 qts. warm water.

It's a good idea to increase the temperature a little above normal until all trace of colds are gone.

Worms

Since worms are quite common in young chicks I will mention them. Worms usually cause pale combs, diarrhoea, paralysis or discoloration of the eyes. However, these are not always accurate symptoms. To be safe, give your chicks a reliable worm remedy two or three times before placing them in the laying house. To help prevent worms keep your chicks on clean ground.

Lice and Mites

Just a word about lice and mites. These parasites usually get started because of unsanitary conditions in housing quarters. To check them, see that the house is cleaned frequently and apply Black Leaf, or any good lice powder, to roosts, nests, litter and walls. Clean up and burn litter or any other material that

BLOOD-TESTING is a yearly task for all careful hatcheries. Every hen and cockerel is tested—all infected birds are destroyed. This testing insures you of healthy chicks free of inheritable diseases.



may contain louse eggs. If the legs of your chickens become scaly, dip their legs in a solution of equal parts of coal oil and old motor oil.

FEEDING CHART

For Pullets

Day Old to Six Weeks

Feed good commercial *all mash* starting feed in hoppers. Keep mash and water before chicks at all times.

Six Weeks to Twelve Weeks

Feed good commercial *growing mash*. At ten weeks feed grain in addition to mash.

Twelve Weeks to Maturity

Continue growing mash and grain. Begin feeding whole corn with the cracked corn. Gradually substitute whole corn entirely in the grain mixture. As pullets start to lay change to *laying mash* and encourage mash consumption. Feed about 12 pounds of whole corn to the 100 birds each evening just before roosting time.

For Broilers

Day Old to One Week

Start with a good commercial *broiler mash*. Keep mash and water before chicks at all times.

One Week to Time of Selling

Feed a good *broiler ration*. Be sure it has cod liver oil or other fish oil.

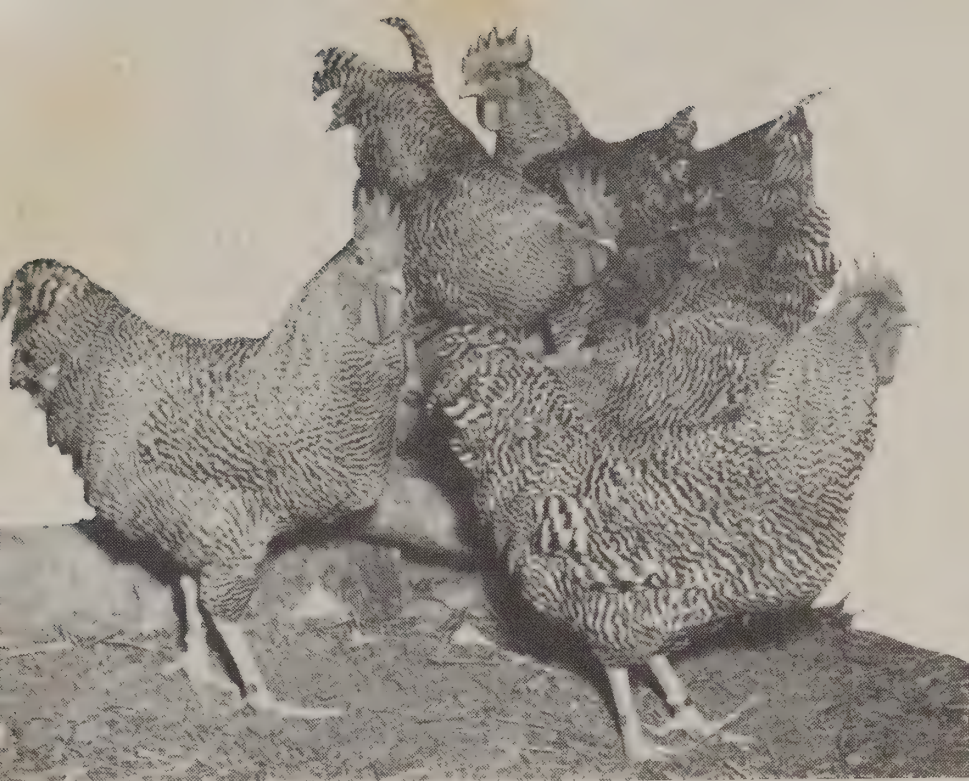


Cockerhens like these, imported from the finest flocks in the country, help maintain a high standard in breeding flocks. Chicks from the flocks they sire will inherit the results of years of breeding for quality.



These broilers are ready for market. A constant supply of broiler ration, provided in ample feeder space, caused them to grow rapidly and reach the broiler stage at an early age.





These Barred Rock cockerels are from hens with records up to 307 eggs. Their offspring will have the heritage of heavy laying.

This furnishes the sunshine (Vitamin D) chicks need. This will keep your chicks from becoming weak in their legs. If they do show signs of weakness, give them more cod liver oil. You can just pour it on the drinking water.

TEMPERATURE CHART

Your thermometer should always hang at the edge of hover—two or three inches above floor. It should not hang on wall of house.

First Week.....	90 to 95 Degrees
Second Week.....	85 to 90 Degrees
Third Week.....	80 to 85 Degrees
Fourth Week.....	75 to 80 Degrees
Fifth Week.....	75 Degrees

Do not allow temperature to go below 75 degrees until chicks are fully feathered.

Sunshine

Moultrie, Ga.

Dear Mrs. McClaren:

Received 100 Silver Laced Wyandotte chicks from you on April 1, and raised 98 of them. They were the most thrifty of any I have ever raised. I sold the broilers at 12 weeks and they averaged three pounds each. Sixty-three broilers brought \$48.00. The pullets started laying between five and six months of age and the eggs were exceptionally large. I received 2c premium for my eggs at a local dealer. Thirty-five pullets were kept through the winter. I sold 275 dozen eggs for \$99.00 in five months. I also bought another hundred of the same breed this year and they are doing fine. I expect to again place an order with you next spring.

Walter B. L.

WHICH BREED?

You should decide for yourself which breed you want to raise. However, I can point out to you a few facts that may help you. For instance, White Leghorns are more popular commercially for egg production. They are good layers, somewhat cheaper than heavier breeds and eat less feed. In spite of this, Rocks, Reds and Wyandottes show about the same cash in-

come because they bring more when sold as broilers or hens. Perhaps if your space is very limited, one of the heavier breeds will be best. They are more easily confined than any of the lighter breeds.



A QUICK CHECK

Just for the sake of convenience let me list a few things for you to check each time you get chicks.

1. Clean and disinfect brooder house before chicks are delivered to you.
2. Regulate stove to keep brooder house at the right temperature two days before chicks arrive.
3. Put litter on floor.
4. Erect wire fence around hover, about two or three feet from edge of hover.
5. Take the chicks out of boxes and put them in brooder houses as soon as they arrive.
6. Feed and water chicks at once.
7. From the beginning have feed and water before chicks all the time.
8. Keep chicks comfortable with the right temperature.

These Rhode Island Reds are ideal for a backyard. There are many other ideal breeds. If you want complete details about breeds, write to Sunshine Hatcheries, Corydon, Indiana for free literature.





"Look Mama—they're here!"



Columbus, Ind.

Dear Mrs. McClaren:

I have been in the broiler business for five years, and have purchased thousands of chicks from other hatcheries but not until I became a purchaser of your chicks, did I have the results I should have had.

Now my chicks give me fast, even growing broilers with practically no mortality. I often raise all the chicks I purchase even to the extra ones. These broilers are really premium broilers and bring premium prices.

I want to again thank you for the fine baby chicks and feel that Sunshine chicks are greatly responsible for my success.

Yours very truly, C. E. B.

SUCCESS

Since I've been in the hatchery business, I've had many encouraging letters from those who have found that chickens can indeed be Gold in their backyard. For instance, here's a letter from a 14-year-old boy who made good money in his backyard:

"I borrowed \$250.00 to build a brooder house and to buy equipment. I started with 500 Sunshine Barred Rocks. After raising two bunches of fryers — 500 in each bunch—I was clear of indebtedness. The next year, I raised three bunches of 500 each and cleared \$750.00. You can't imagine how happy I was—clearing nearly \$1,000 in two years." Now that's a nice profit from any backyard, isn't it?

If you will follow the pointers I have written in this booklet, I know you, too, will be successful with your chicks. Always keep this booklet near at hand. Use it as a guide—turn to it whenever a problem confronts you.

Once more, let me repeat the four simple things you should do to be successful with your chicks: Use a good commercial starting mash; keep the brooder house clean; keep heat right for their comfort; start with healthy chicks. If one is more important than the others, it is the last — start with **HEALTHY** chicks. If they aren't healthy to start with, you can't expect to raise them. Be sure you get healthy chicks.



Miss Lewis takes an order in Sunshine's office at New Albany, Indiana.



Sunshine's hatchery at Mitchell, Indiana.

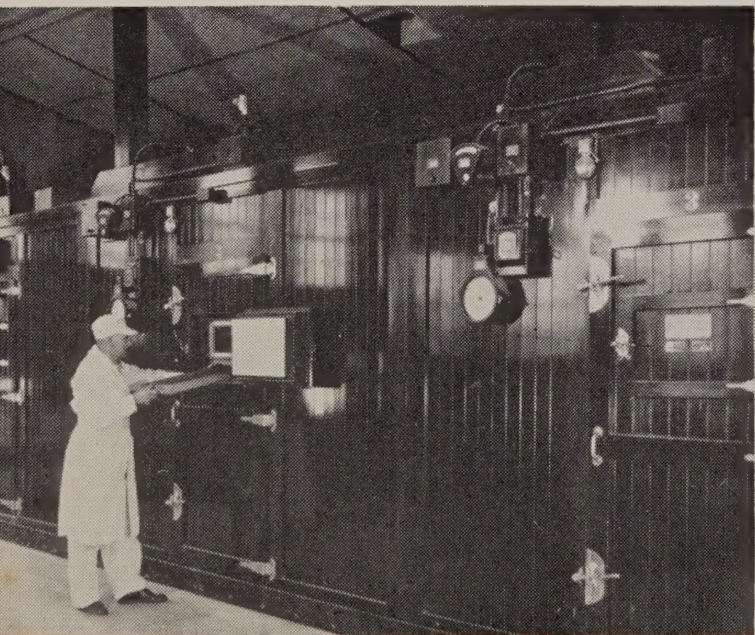
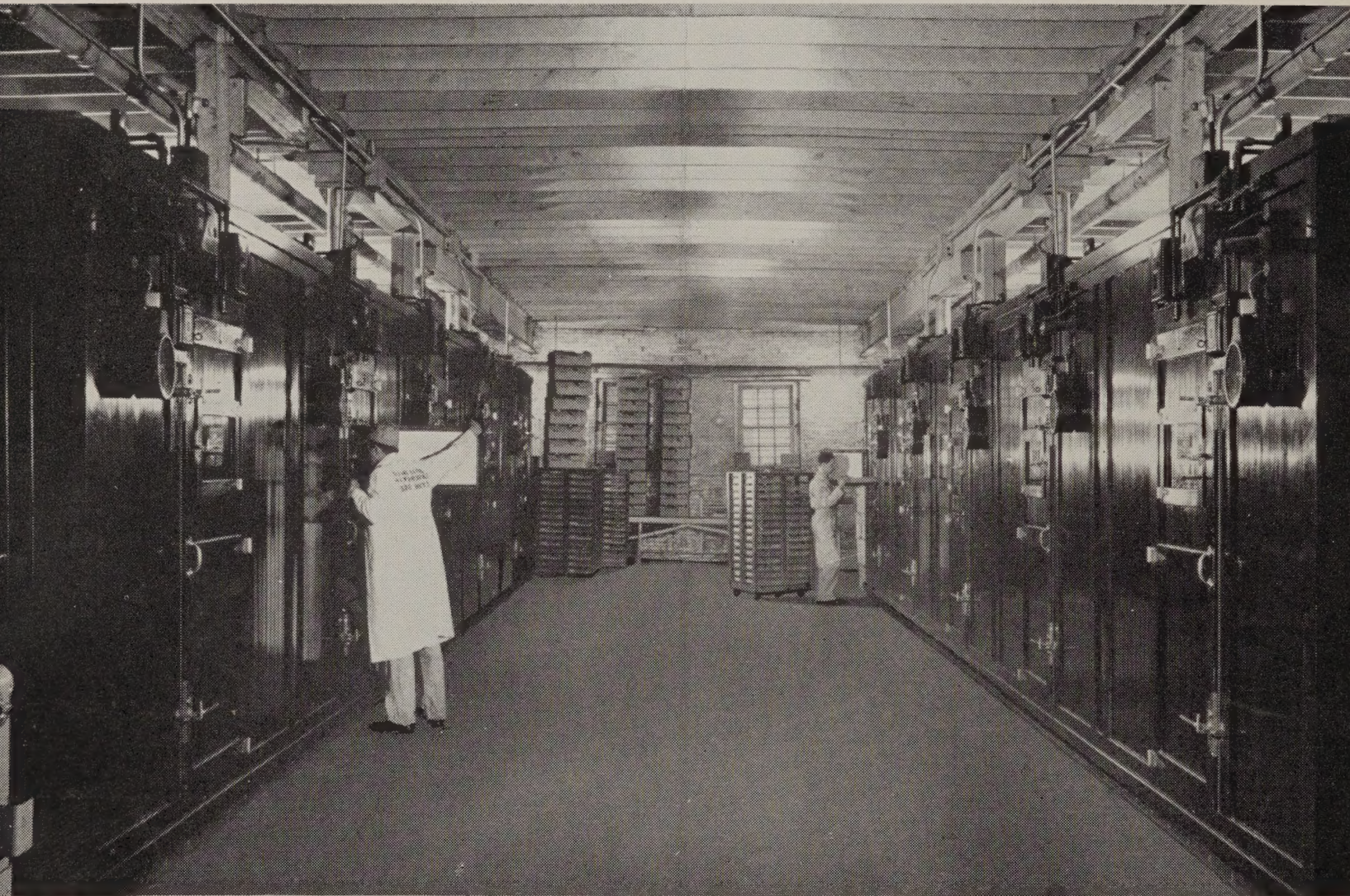


It's a busy time in Sunshine's Corydon, Indiana, office. Sunshine Hatcheries, Corydon, Indiana will send you free illustrated literature on request.

Selecting hatching eggs for size. Sunshine uses only large well-formed eggs. The eggs on the left are too small and will be discarded.



Modern hens all lined up. It takes a lot of these incubators to produce 200,000 chicks a week.



One of Sunshine's modern hens. Hatching eggs are passed in trays through a slot in the door.



Sexing day old chicks.

A red sunburst graphic with a solid red circle in the center. Radiating from the circle are numerous thin, red lines of varying lengths, creating a sunburst effect. The graphic is centered on the page.

Sunshine